

Message Text

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65

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 COME-00 OES-05 TRSE-00 SP-02

CIAE-00 INR-07 NSAE-00 USIA-15 OPIC-06 L-03 /056 W

----- 036097

R 261630Z JAN 76

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 3529

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS BRASILIA 0681

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: PROPOSED US TRADE CENTER IN SAO PAULO

REF: A) BRASILIA 0480; B) STATE 013643

1. COMMERCIAL COUNSELOR ACCOMPANIED BY EMBOFF AND CONGEN
SAO PAULO COMMERCIAL ATTACHE DELIVERED NOTE AS PER REFTELS
TO FIRST SECRETARY RENATO PRADO GUIMARAES, DEPUTY TO MINI-
STER PAULO TARSO FLECHA DE LIMA OF THE TRADE PROMOTION
SECTION OF MINISTRY OF EXTERNAL AFFAIRS. MINISTER IS ON
LEAVE AND WILL NOT BE BACK FOR TWO WEEKS.

2. IN ORAL PRESENTATION, COMMERCIAL COUNSELOR NOTED THAT
TRADE CENTER WOULD BE MEANS OF BRINGING LATEST US TECHNOLOGY
TO BRAZILIAN INDUSTRY AND THAT MARKET RESEARCH STAFF
ATTACHED TO TRADE CENTER WOULD SEARCH OUT PRODUCTS FOR DIS-
PLAY THAT WOULD NOT COMPETE WITH BRAZILIAN MANUFACTURE.
RECIPROCAL PRIVILEGES AVAILABLE TO BRAZIL AND OTHER
COUNTRIES UNDER U.S. TRADE FAIR ACT WERE POINTED OUT
AS WERE OUR REQUIREMENTS TO OPERATE SUCCESSFULLY
(DETAILED IN NOTE). ENVISIONED TIME-FRAME OF FIRST TRADE
SHOW IN MID-1977 WAS MENTIONED.

3. GUIMARJES ASSURED US THAT HE WOULD START ON STAFF WORK
REQUIRED BY OUR NOTE IMMEDIATELY SO THAT MINISTER COULD
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CONSIDER OUR REQUEST UPON HIS RETURN.

4. ONLY COMMENTS WERE THAT REQUEST HAD "MANY IMPLICATIONS," WAS "COMPLICATED" AND WOULD REQUIRE THE SETTING UP OF A WORKING GROUP TO COORDINATE THE INTERESTS OF MINISTRIES OTHER THAN THOSE OF THE MINISTRY OF EXTERNAL AFFAIRS, NAMELY, THOSE OF THE MINISTRY OF FINANCE AND THE MINISTRY OF INDUSTRY AND COMMERCE.

5. COMMENT: EMBASSY IS NOT HOPEFUL OF A VERY EARLY REPLY TO OUR NOTE. EVEN THE WORKING GROUP PRESUMABLY WOULD NOT BE SET UP UNTIL FEBRUARY. AMBASSADOR EXPECTS TO RAISE SUBJECT WITH FOREIGN MINISTER DURING HIS NEXT CALL, AND ECON COUNSELOR PLANS TO FOLLOW UP WITH MINISTER PAULO TARSO FLECHA DE LIMA UPON LATTER'S CRIMMINS

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